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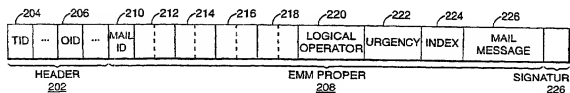
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(54) Title: BROADCASTING AND RECEIVING MESSAGES



(57) Abstract: The present invention provides a method of broadcasting a message having a text portion to be communicated to a user, the method comprising broadcasting the message in the form of an entitlement management message for reception by the user.